



**AN ANALYSIS OF *THEME* AND *RHEME*
IN ENGLISH ADVERTISEMENTS OF *THE JAKARTA POST* IN MAY 2011**

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2012**



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IN ENGLISH ADVERTISEMENTS OF THE JAKARTA POST IN MAY 2011**

SKRIPSI

**Presented to the University of Muria Kudus
in Partial Fulfillment of the Requirements for Completing the Sarjana Program
in English Education**

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MOTTO AND DEDICATION

MOTTO:

- “If you can dream it, you can do it” (*Walt Disney*)
- “... I am a human but I am somebody. I can’t do anything but I can do something. I wouldn't refuse to do something that can I do ...” (*Helen Keller*)

DEDICATION:

I dedicate this research to:

- Allah SWT the Almighty.
- My beloved parents
- My elder brother and young sister
- All of my family
- My best friends

ADVISORS' APPROVAL

This is to certify that the Sarjana Skripsi of **Nur Hamid** has been approved by the thesis advisors for further approval by the Examining Committee.

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Kudus, January 2012

Nur Hamid

ABSTRACT

Hamid, Nur. 2012. *An Analysis of Theme and Rheme in English Advertisemen of The Jakarta Post in May 2011*. Skripsi, English Education Department of Teacher Training and Education Faculty, Muria Kudus University. Advisors: (i) Rismiyanto, SS, M.Pd., (ii) Atik Rokhayani, S.Pd, M.Pd

Key words: the theme and rheme, advertisement, The Jakarta Post.

Advertisement is one of written language which contains a message of some product or service offered by person or institution. Advertisements will be successful when the messages which are conveyed can be understood by the readers easily. To understand the content of advertisement, we must know the meaning in a new contexts or text. One types of grammar that discusses about meaning of the context is functional grammar. The purpose of functional grammar is to give knowledge for the types of grammar itself and the application. One part of functional grammar is theme and rheme.

The purposes of this research is to find out the types of theme in English education advertisement of The Jakarta Post in May 2011.

This research is descriptive qualitative research. While the data of this research is clauses on English advertisement, and the data source is nine advertisement of The Jakarta Post in May 2011. There are many advertisements in May 2011 of The Jakarta Post. For the reason the writer only take nine advertisements and those advertisements is education advertisements.

Based on the analyzing the data, concludes that Education advertisement of The Jakarta Post use theme and rheme structure. It can be seen from 71 clauses, 64 uses theme and rheme, and 6 clause did not have theme and the clause as either as rheme. It can be seen in appendices. The types of theme in English Education advertisement of The Jakarta Post in May 2011, most of them use topical theme, especially unmarked topical theme. It can be seen from 64 clauses found 61 unmarked topical themes, 9 marked topical themes, and 16 textual themes. But, the writer did not find interpersonal theme in those clauses. So, he concludes that the English advertisements of The Jakarta Post in May 2011 are good.

Based on this research, the students should explore their knowledge and understanding of theme and rheme because it is very important to know the good writing. The lecturers should introduce and teach their students about theme and rheme.

ABSTRAKSI

Hamid, Nur. 2012. *An Analysis of Theme and Rheme in English Advertisemen of The Jakarta Post in May 2011*. Skripsi, Program Studi Pendidikan Bahasa Inggris Fakultas Keguruan Ilmu Pendidikan Universitas Muria Kudus. Pembimbing: (i) Rismiyanto, SS, M.Pd., (ii) Atik Rokhayani, S.Pd, M.Pd

Kata Kunci: tema dan rheme, iklan, The Jakarta Post.

Iklan adalah salah satu bahasa tertulis yang berisi pesan dari beberapa produk atau layanan yang ditawarkan oleh seseorang atau lembaga. Iklan akan berhasil ketika pesan yang disampaikan dapat dipahami oleh pembaca dengan mudah. Untuk memahami isi dari iklan, kita harus mengetahui arti dalam konteks baru atau teks. Salah satu jenis tata bahasa yang membahas tentang makna dari konteksnya adalah fungsional grammar. Tujuan dari fungsional grammar adalah untuk memberikan pengetahuan untuk jenis tata bahasa itu sendiri dan aplikasi. Salah satu bagian dari tata bahasa fungsional adalah tema dan rima.

Tujuan dari penelitian ini adalah untuk mengetahui jenis tema dalam iklan bahasa Inggris The Jakarta Post pada bulan Mei 2011.

Penelitian ini adalah penelitian deskriptif kualitatif. Sementara data dari penelitian ini adalah klausa pada iklan bahasa Inggris, dan sumber datanya adalah sembilan iklan The Jakarta Post pada bulan Mei 2011. Ada banyak iklan di bulan Mei 2011 di The Jakarta Post. Oleh karena itu penulis hanya mengambil sembilan iklan dan iklan tersebut adalah iklan pendidikan.

Berdasarkan analisis data, menyimpulkan bahwa iklan Pendidikan pada The Jakarta Pos menggunakan struktur tema dan rima. Hal ini dapat dilihat dari 71 klausa, 64 menggunakan tema dan rima, dan 6 klausa tidak memiliki tema dan klausa tersebut sebagai rima. Jenis tema dalam iklan pendidikan bahasa Inggris The Jakarta Post pada bulan Mei 2011, kebanyakan dari mereka menggunakan Topical Theme, terutama Unmarked Topical Theme. Hal ini dapat dilihat dari 64 klausa ditemukan 61 Unmarked Topical Theme, 9 Marked Topical Theme, dan 16 Textual Theme. Namun, penulis tidak menemukan tema interpersonal dalam klausa mereka. Jadi, ia menyimpulkan bahwa iklan Inggris The Jakarta Post bulan Mei 2011 baik.

Berdasarkan penelitian ini, para siswa harus mengeksplorasi pengetahuan dan pemahaman tentang Theme dan Rheme karena sangat penting untuk mengetahui penulisan yang baik. Para dosen harus memperkenalkan dan mengajarkan siswa mereka tentang Theme dan Rheme.

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